

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMR 3114 – SELLING AND SALES MANAGEMENT

(All sections / Groups)

13 MARCH 2020
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages with **TWO** sections.
2. Answer **ALL** questions in **SECTION A** and **SECTION B**.
3. The distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

SECTION A (40 MARKS)**Answer ALL questions.****QUESTION 1**

- a) What are the **THREE (3)** selling approaches that can be practiced by any salesperson in the selling process? (15 Marks)
- b) Explain **ONE (1)** common ethical issue that can occur between customers and the salesperson: (5 Marks)

(Total : 20 Marks)

QUESTION 2

What are the **FOUR (4)** factors that can be considered when determining a sales team's effectiveness? Briefly explain them in detail.

(Total : 20 Marks)

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SECTION B (60 MARKS)

Answer ALL questions in Section B based on the case provided below.

CASE : A GLITTERING NIGHT OF ACHIEVEMENTS

CELEBRATING the exceptional accomplishments of its outstanding wealth planners and agency leaders for their 2018 performance, Zurich Life Insurance Malaysia Bhd (ZLIMB) held the company's annual Agency Awards with the theme "Night of the Stars" at Genting International Convention Centre. The event was attended by some 1,000 guests comprising agency members, members of the board, senior management team and Zurich Malaysia employees.

A total of 191 top agency members from ZLIMB were treated to a grand celebration for emerging at the top of their league and for being the most productive agency members of 2018 where 51 of them qualified for the Million Dollar Round Table (MDRT).

Also present at the celebration was Zurich Malaysia country head and ZLIMB chief executive officer Stephen Clark (in the picture). "Our Zurich Agency Network plays a pivotal role in growing our business and tonight's celebration is an opportunity for us to acknowledge their hard work and efforts despite facing significant challenges in the industry. I am sure the recognition will not only make a positive impact on their career paths but also motivate others to be the best in this field."

When asked about Zurich Malaysia's target for next year Clark explained, "We are always looking to grow the business, particularly for Zurich Life Insurance and we expect a solid year for 2019. There are a number of initiatives that we implemented at the beginning of the year to help drive the sales growth within the business."



It was another year to be remembered for ZLIMB chief agency manager K. Narayanasamy, a recipient of the highest award of the night: the Top of the Table title for six years in a row alongside three other recipients – Lilian Cheow, Ang Lee Ten and Chong Kwong Yun.

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The top winner of the night was Willie Voon, 36 (in the picture), who took over the company from his late father Voon Foot Jee. The win was his second consecutive achievement. "After my father passed away, I named the company after him with the hope of driving the company forward. I also set a mindset for myself to help my father build the no. 1 agency in Zurich Life Insurance and Zurich Takaful. I hope that VFJ Group will become the number one group in the industry too.

"To achieve that, I believe teamwork and unity can help us and currently, with 200 members in my team, we are looking to recruit another 100 members this year," Voon added.

Denny Wong, a first-time Zurich Award winner, dedicated his win to his 10 team members. "I am so lucky and fortunate to have such a great team with me during my first year with Zurich and I deeply appreciate each and every one of them. Without this team with me, I wouldn't have won this award tonight."

Karen Ho, a Zurich award winner for eight consecutive years and a first-time Million Dollar Round Table (MDRT) achiever, shared her excitement and future goals. "I feel excited after my win tonight and I plan on being a winner for 10 consecutive years. Therefore, I have to work harder now to achieve my goals with 20 of my team members."

ZLIMB has approximately 4,000 wealth planners serving customers nationwide. In line with the company's effort to support the career development of its agency force, ZLIMB also held a two-day Reimagine Talk seminar. The seminar featured five notable speakers, including guest speaker Tan Sri Rafidah Aziz, who shared their knowledge and expertise to inspire the attendees in reaching their full potential.

Source: Pan, E. J. (2019, 23rd July). A glittering night of achievements. The Star –Metro News

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SECTION B (60 MARKS)**Answer ALL questions.**

1. *"...tonight's celebration is an opportunity for us to acknowledge their hard work and efforts despite facing significant challenges in the industry"*

This statement was mentioned by the head of Zurich Malaysia and Chief Executive Officer of ZLIMB, Stephen Clark. Based on your understanding, why does Stephen appreciate the agency members? Justify and explain **FOUR (4)** possible reasons in detail. (20 Marks)

2. *"Without this team with me, I wouldn't have won this award tonight."*

This statement was mentioned by award-winning Chief Agency Manager, Denny Wong. A good sales team will assist the company to achieve sales goals effectively. Explain **FOUR (4)** actionable behaviours a sales manager should expect from the team members. (20 Marks)

3. *"I have to work harder now to achieve my goals with 20 of my team members."*

This statement was mentioned by another award-winning Chief Agency Manager, Karen Ho. Based on your understanding, how does a sales goal impact salesperson's performance? Briefly explain **TWO (2)** reasons. (10 Marks)

4. ZLIMB held a two-day Reimagine Talk seminar as part of their training delivery methods to motivate and inspire the agency members in reaching their full potential. In your opinion, what are the **TWO (2)** training formats that can be applied to train them? Suggest them by providing your own example each. (10 Marks)

(Total : 60 Marks)

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